

**WHAT IS CLAIMED IS:**

1. A method for evaluating information, comprising the steps of:  
generating at least one module containing selected information in a chosen subject area, the at least one module including at least one metric from at least one source in the subject area;  
5       prompting a user of the at least one module for user information relating to the chosen subject area;  
          adding the user information to the module;  
          comparing the user information with the at least one metric to produce at least one score; and  
10       generating a report derived from the at least one score.
2. The method of claim 1, further comprising the steps of changing the user information in the module to produce new user information, and comparing the new user information with the at least one metric to produce at least one second score.
3. The method of claim 2, wherein said steps of changing the new user information and comparing new user information are repeated until a desired at least one second score is obtained.
4. The method of claim 1, wherein the chosen subject area comprises business, and wherein the selected information comprises financial data and non-financial data, the non-financial data comprising at least one of: information relating to businesses similar to that  
5       conditions, organization chart data, supply chain data, market data, regulatory data, environmental data, communication link data, human resources data, data relating to operations, data relating to products and services, data relating to technologies used in providing such products and services, and data relating to business success or business failure.  
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5. The method of claim 1, wherein said at least one module is part of a database.

6. The method of claim 1, wherein said step of comparing is performed using a computer.
7. The method of claim 6, wherein the algorithms are selected from the group consisting of benchmarking, pattern recognition analysis, complexity analysis, automatic adaptation, prioritization concept recognition, conceptual relationship analysis, arithmetic logic, symbolic rule induction, self-organizing data and information mapping, neural  
5 network analysis, decision tree classification, lexicon development, and scoring key creation, are used by the computer in said step of comparing.
8. The method of claim 6, wherein the computer is selected from the group consisting of stand alone computers, linked computers, and a computer network.
9. The method of claim 8, wherein the computer network comprises a local area network.
10. The method of claim 8, wherein the computer network comprises a wide area network.
11. The method of claim 8, wherein the computer network comprises the internet.
12. The method of claim 1, further comprising the step of using the report to generate a decision-making assessment.
13. An apparatus for evaluating information, comprising in combination:  
means for generating at least one module containing selected information in a chosen subject area, said at least one module including at least one metric from at least one source in the subject area;  
5 means for adding user information relating to the chosen subject area to said at least one module;  
means for comparing the user information with the at least one metric to produce at least one score; and

means for generating a report derived from the at least one score.

14. The apparatus of claim 13, further comprising means for changing the user information in said module to produce new user information, and means for comparing the new user information with the at least one metric to produce at least one second score.

15. The apparatus of claim 13, wherein the chosen subject area comprises business, and wherein the selected information comprises financial data and non-financial data, the non-financial data comprising at least one of: information relating to businesses similar to that of the user, previous user response information, business rules, business boundary conditions, organization chart data, supply chain data, market data, regulatory data, environmental data, communication link data, human resources data, data relating to operations, data relating to products and services, data relating to technologies used in providing such products and services, and data relating to business success or business failure.

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16. The apparatus of claim 13, wherein said at least one module is part of a database.

17. The apparatus of claim 13, wherein said means for comparing comprises a computer.

18. The apparatus of claim 17, wherein said computer uses algorithms selected from the group consisting of benchmarking, pattern recognition analysis, complexity analysis, automatic adaptation, prioritization concept recognition, conceptual relationship analysis, arithmetic logic, symbolic rule induction, self-organizing data and information mapping, neural network analysis, decision tree classification, lexicon development, and scoring key creation.

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19. The apparatus of claim 17, wherein said computer is selected from the group consisting of stand alone computers, a plurality of linked computers, and a computer network.

20. The apparatus of claim 19, wherein said computer network comprises a local area network.
21. The apparatus of claim 19, wherein said computer network comprises a wide area network.
22. The apparatus of claim 19, wherein said computer network comprises the internet.
23. The apparatus of claim 13, wherein the generated report is used to generate a decision-making assessment.
24. A method for evaluating business information, comprising the steps of:  
generating at least one module comprising financial data and non-financial data,  
the non-financial data comprising at least one of: information relating to businesses  
similar to that of the user, previous user response information, business rules, business  
5 boundary conditions, organization chart data, supply chain data, market data, regulatory  
data, environmental data, communication link data, human resources data, data relating to  
operations, data relating to products and services, data relating to technologies used in  
providing such products and services, and data relating to business success or business  
failure, the at least one module including at least one metric from at least one source in  
10 the subject area;  
prompting a user of the at least one module for user information relating to the  
chosen subject area;  
adding the user information to the module;  
comparing the user information with the at least one metric to produce at least one  
15 score; and  
generating a report derived from the at least one score.
25. The method of claim 24, further comprising the steps of changing the user  
information in the module to produce new user information, and comparing the new user  
information with the at least one metric to produce at least one second score.

26. The method of claim 25, wherein said steps of changing the new user information and comparing new user information are repeated until a desired at least one second score is obtained.
27. The method of claim 24, wherein said at least one module is part of a database.
28. The method of claim 24, wherein said step of comparing is performed using a computer.
29. The method of claim 28, wherein the algorithms are selected from the group consisting of benchmarking, pattern recognition analysis, complexity analysis, automatic adaptation, prioritization concept recognition, conceptual relationship analysis, arithmetic logic, symbolic rule induction, self-organizing data and information mapping, neural  
5 network analysis, decision tree classification, lexicon development, and scoring key creation, are used by the computer in said step of comparing.
30. The method of claim 28, wherein the computer is selected from the group consisting of stand alone computers, linked computers, and a computer network.
31. The method of claim 30, wherein the computer network comprises a local area network.
32. The method of claim 30, wherein the computer network comprises a wide area network.
33. The method of claim 30, wherein the computer network comprises the internet.
34. The method of claim 24, further comprising the step of using the report to generate a decision-making assessment.
35. An apparatus for evaluating business information, comprising in combination: means for generating at least one module comprising financial data and non-financial data, the non-financial data comprising at least one of: information relating to businesses

similar to that of the user, previous user response information, business rules, business  
5 boundary conditions, organization chart data, supply chain data, market data, regulatory  
data, environmental data, communication link data, human resources data, data relating to  
operations, data relating to products and services, data relating to technologies used in  
providing such products and services, and data relating to business success or business  
failure, the at least one module including at least one metric from at least one source in  
10 the subject area, said at least one module including at least one metric from at least one  
source in the subject area;

means for adding user information relating to the chosen subject area to said at  
least one module, wherein the user information comprises financial data plus other  
information;

15 means for comparing the user information with the at least one metric to produce  
at least one score; and

means for generating a report derived from the at least one score.

36. The apparatus of claim 35, further comprising means for changing the user  
information in said module to produce new user information, and means for comparing  
the new user information with the at least one metric to produce at least one second score.

37. The apparatus of claim 35, wherein said at least one module is part of a database.

38. The apparatus of claim 35, wherein said means for comparing comprises a  
computer.

39. The apparatus of claim 38, wherein said computer uses algorithms selected from  
the group consisting of benchmarking, pattern recognition analysis, complexity analysis,  
automatic adaptation, prioritization concept recognition, conceptual relationship analysis,  
arithmetic logic, symbolic rule induction, self-organizing data and information mapping,  
5 neural network analysis, decision tree classification, lexicon development, and scoring  
key creation.

40. The apparatus of claim 38, wherein said computer is selected from the group consisting of stand alone computers, a plurality of linked computers, and a computer network.
41. The apparatus of claim 40, wherein said computer network comprises a local area network.
42. The apparatus of claim 40, wherein said computer network comprises a wide area network.
43. The apparatus of claim 40, wherein said computer network comprises the internet.
44. The apparatus of claim 35, wherein the generated report is used to generate a decision-making assessment.